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# Inside Information

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## Inside This "INSIDE"

	Page
Univ. of Wisconsin Creates Film and Videotape Highlighting First 100 Years .....	1
Office of Public Affairs Editorial Branch Chief Retiring After 30 Years .....	2
Oregon State University's Department of Journalism has Two Positions Available .....	2
Oklahoma State U. is Seeking A Producer/Anchor for Daily Television Program .....	2
Former USDA Communicator Who Became Successful Country Music Promoter Dies.....	3
Summary of NAGC Conference Session on 'Getting the Most from Visual Design' .....	3
Public Affairs Specialist With USDA's Food and Nutrition Service Retiring .....	4
Calendar of Upcoming Communication Events and Training Opportunities .....	4

## UNIV. OF WISCONSIN CREATES FILM AND VIDEOTAPE HIGHLIGHTING FIRST 100 YEARS

Premiered April 8, as part of the centennial celebration of the University of Wisconsin's College of Agricultural and Life Sciences, a film and videotape program captures highlights of the first 100 years of the "Ag College." The 16 mm color film or videotape runs 36 minutes.

Dramatic re-creations, historical pictures, interviews, and modern scenes trace the history of farming and the college from frontier days to the present.

Segments filmed in Indonesia and The Gambia symbolize the college's widespread work around the world.

Though a valuable resource for agriculture teachers and young persons considering agricultural careers, this program's audience is much broader than that. It will appeal to those interested in agricultural history, growth of scientific farming and the talents and personalities that helped create 100 years of agricultural progress.

Film copies and videotapes can be rented from: Bureau of Audiovisual Instruction, P.O. Box 2093, Madison, WI 53706. Refer to BAVI catalog number 12255 (video) or BAVI catalog number 12256 (film). Call toll free in Wisconsin: 1-800-362-6888. In other states call: 608-262-1644.

*Continued on page 2.*

**INSIDE INFORMATION** is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual Items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Programs and Planning, Office of Public Affairs, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

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EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

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Videotapes 1/2" VHS and BETA or 3/4" may be purchased from the Agricultural Bulletin Office, Room 245, 30 N. Murray Street, Madison, WI 53715. Telephone is 608-262-3346.

Film prints may be purchased from Spectrum Motion Picture Laboratory, 399 Gundersen Drive, Carol Stream, IL 60187. Phone: 1-800-345-6522.

Fritz Albert, professor emeritus, worked on the program before his retirement.

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#### **OFFICE OF PUBLIC AFFAIRS EDITORIAL BRANCH CHIEF RETIRING AFTER 30 YEARS**

Marge Masterson, chief of the Editorial Branch, Office of Public Affairs' (OPA) Publishing Division, is retiring after 30 years of government service.

Masterson began her career in USDA in 1967 as an editor in the Research Publications Branch, Office of Management Services, and transferred to OPA in 1974.

She was honored by her colleagues at a retirement reception in USDA's South Building on November 30. Masterson's effective retirement date is January 2.

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#### **OREGON STATE UNIVERSITY'S DEPARTMENT OF JOURNALISM HAS TWO POSITIONS AVAILABLE**

The Department of Journalism at Oregon State University has two openings available for assistant professors to teach writing and reporting.

One position seeks extensive experience in science writing and the other extensive experience in general and investigative reporting and feature writing.

Duties for the science writing position include teaching a broad range of courses in news writing and reporting, with particular emphasis on science writing, science feature writing, and explanatory journalism.

Qualifications include a substantive record of accomplishment as a professional science writer with experience in newspapers, general-interest magazines or specialty magazines with broad, cross-disciplinary audiences.

Duties for the reporting/feature writing position include teaching a broad range of courses in news writing and reporting, with particular emphasis on in-depth reporting and writing.

Qualifications include a substantive record of accomplishment as a reporter/writer in general-interest publications, preferably newspapers or magazines. Must be competent in investigative reporting, feature writing, and literary and explanatory journalism, plus some demonstrated interest in science writing.

Teaching experience at the university level or potential for such teaching is required for both positions, and also a bachelor's degree in a related field, although an advanced degree is preferred.

Send a letter of application describing how your experience, interests, and qualifications have prepared you for this position, along with a resume (including names, addresses, and telephone numbers of five references) to: Jon Franklin, Department of Journalism, Oregon State University, Strand Agricultural Hall 232, Corvallis, OR 97331-2211. (Specify for which position you are applying.)

Applications should be received by January 31, 1990.

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#### **OKLAHOMA STATE U. IS SEEKING A PRODUCER/ANCHOR FOR DAILY TELEVISION PROGRAM**

The Department of Agricultural Communications at Oklahoma State University is seeking a TV host/reporter. The position will be the producer/anchor for 'Sunup,' a daily television aimed at farm families and consumers.

Requirements include experience in on-camera work and program production. Experience and knowledge of agriculture and rural life will be helpful. Incumbent must be able to relate well with the public both on and off camera and be able to work in harmony with a wide range of personalities. Travel throughout Oklahoma is required.

Qualifications include a bachelor's degree and three years experience in television, including on-camera reporting and producing.

Send applications, resume, audition tape, and three reference letters to: Kevin G. Hayes, Head, Department of Agricultural Communications, Oklahoma State University, Stillwater, OK 74078. Telephone is 405-744-4081.

Applications will be accepted until January 31, or until a suitable candidate is found.

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## FORMER USDA COMMUNICATOR WHO BECAME SUCCESSFUL COUNTRY MUSIC PROMOTER DIES

Connie B. Gay, 75, at one time a USDA employee, who went on to become a successful country music promoter died of cancer on December 3.

A native of North Carolina and graduate of North Carolina State University, Gay began his career as a USDA soil surveyor. He later co-founded the RURAL ELECTRIFICATION GUIDE magazine.

In 1938, he joined the Farm Security Administration, now the Farmers Home Administration. He later became USDA commentator and news announcer on the National Farm and Home Hour. During World War II, his jobs at USDA included producing the "Fashions and Rations" radio program and writing Victory Garden slogans. He left the USDA in 1946.

From 1946 to 1969, as a disc jockey, manager, concert promoter, and owner of radio and television stations, he brought nearly every major country star to the Washington area. He managed such artists as Patsy Cline, Jimmy Dean, and Roy Clark.

In 1958, Gay helped organize the Country Music Association, and served as its first president. He was elected to the Country Music Hall of Fame in 1980 and to the Washington Area Music Association Hall of Fame in 1986.

He lived in McLean, Virginia.

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## SUMMARY OF NAGC CONFERENCE SESSION ON "GETTING THE MOST FROM VISUAL DESIGN"

A session on "Getting the Most from Visual Design," was given at the National Association of Government Communicators annual conference held December 6-8.

The session was given by Norman Goldberg of Goldberg/Marchesano and Associates, a Washington, D.C. advertising firm that last year won a CLIO award for best television commercial of the year.

Following are some interesting points made in the session. Concerning the effectiveness of visuals—or, what you can't see will hurt you. The amount of information we are exposed to is frightening. More of us are watching the most visual medium of all—television. The average household watches more than seven hour a day. The average viewer—four hours.

To be seen, your information—brochure, pamphlet, direct mail piece, TV spot, or newsletter—must jump from the pack. Visuals and good design help help you jump.

Clap three times. That's the amount of time a person spends deciding whether to look at your ad, article, or brochure. Visuals make more impact than words in that amount of time.

Visuals attract attention. Headlines sometimes attract attention. Copy blocks and galleys of type never do.

Compelling execution. Great ideas and information mean nothing if the execution misses the mark.

Although most of us don't produce advertisements, this still can apply directly to our publications, reports, and newsletters. No matter what they are looking at, people absorb information the same.

Because ads have a finite canvas—a page, 30 seconds on TV, 60 seconds on radio, 6 seconds to view a billboard at 60 miles an hour—much must be conveyed in a little space or time. Apply an advertiser's discipline to any printed information and you'll improve its impact and readability.

What do color and graphics mean to getting your piece noticed? McGraw-Hill researched magazine advertising and concluded that the use of photographs and artwork are 32% more likely to attract attention, 26% more likely to arouse interest, and 22% more likely to build preference for the advertised brand or product.

While government publications may not try to build brand preference or reinforce buying decisions, they frequently try to persuade, advocate a position, or keep a reader on their side.

Use of color also is more likely to attract attention.

If your budget doesn't allow for the use of photos, illustrations, and color, try typography to enhance readership of your materials.

Mixing several combinations of typefaces in the same article turns readers off. To vary your display, use different weights of the same typeface.

To sum up:

1. You have two seconds in which to attract your reader.
2. Let visuals work with copy to grab your reader.
3. Know your audience. Understand what will intrigue them.
4. Give your report character, personality, humor, and human qualities.
5. Don't use color just for the sake of color.
6. Use text as a graphic device but don't overdo it.

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## **PUBLIC AFFAIRS SPECIALIST WITH USDA'S FOOD AND NUTRITION SERVICE RETIRING**

Gene Vincent, a public affairs specialist with USDA's Food and Nutrition service (FNS), is retiring after 28 years of government service.

Born in Freedom, Oklahoma, he graduated from Kansas state University with a degree in English literature and journalism.

He began his career as the owner and editor of the MONTEZUMA PRESS in Montezuma, Kansas. He then went on to be the editor of the RECORDER HERALD in Salmon, Idaho.

He came to Washington, DC, to work as the press secretary for a Congressman and later began his USDA career with the Agricultural Marketing Service. He joined FNS in 1975.

Among his many accomplishments, he served as a past president of Agrators Toastmasters Club, and as editor of the AG REPORTER, Washington, DC, area newspaper.

Vincent has four children.

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## **CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES**

### **January 25, 1990:**

#### **HOW TO DO A NEWSLETTER THAT GETS READ SATELLITE VIDEOCONFERENCE**

University of Missouri, Columbia, Missouri

Contact: Joanne Heisler, UMC, 314-882-2854

### **January 31 - February 4, 1990:**

#### **INTERNATIONAL FOOD MEDIA CONFERENCE**

Radisson Mark Plaza Hotel, Alexandria, Virginia

Contact: Bill Primavera, 914-245-5390

### **February 5-6, 1990:**

#### **SOUTHERN AGRICULTURAL SCIENCE COMMUNICATIONS MEETING**

Statehouse Convention Center, Little Rock, Arkansas

Contact: Joe Courson, Univ. of Ga., Athens, GA, 912-386-3203

### **February 28 - March 3, 1990:**

#### **21ST ANNUAL COUNTRY RADIO SEMINAR - ROAD MAP FOR THE 90'S**

Opryland Hotel, Nashville, Tennessee

Contact: Frank Mull, 615-327-4487

### **July 11 - August 7, 1990:**

#### **COMMUNICATION PLANNING AND STRATEGY WORKSHOP/SEMINAR**

Cornell University, Ithaca, New York

Contact: Dr. Royal D. Colle, 607-255-6500

### **July 14-17, 1990:**

#### **INTERNATIONAL AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) MEETING**

Radisson Hotel, St. Paul, Minnesota

Theme: "Thriving in the '90s"

Contact: Dave McAllister, Publicity Chair, ACE, c/o Educational Development System, 405 Coffey Hall, 1420 Eckles Avenue, St. Paul, MN 55108

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